



## Business Plan Competition

*A pre-event to the **International  
Conference  
“Micro Perspectives for  
Decentralized Energy Supply”  
Bangalore, April 22-23, 2015***

## SUBMISSION GUIDELINES

### Contact:

Sebastian Groh (sebastian.groh@microenergy-international.com)

Liisa Andersson (liisa.andersson@microenergy-international.com)

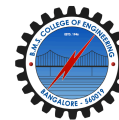


# Submission Guidelines

## General Guidelines

This document provides guidelines for the preparation and submission of a business plan concept. There are must have- slides, but you are free to include additional information if you feel this is useful. Try to be concise and factual. We recommend the proposal not to exceed 10-12 slides.

All proposals will be screened for the short-listing. Proposals must be submitted by November 15, 2014 via the online submission portal (accessible via: <http://www.microenergysystems.tu-berlin.de/conference/start-the-submission/>). Please make sure you select *Business Plan Proposals* as the indicated track for your submission.



# Required Slides

## Must have slides:

- Title
- Overview
- Problem/Target Customer
- Solution/Technology
- Market Analysis
- Competitive Analysis
- Business Model
- Financials (the parts not covered above)
- Team (can also appear in the beginning)



# Title Slide

This slide should already grasp the viewer's attention and interest! Keep it fairly simple and include:

- Name of the project
- Logo/Picture
- One-liner: value proposition
- You can combine this slide with the team slide and provide contact details of the corresponding team member



# Problem/Target Customer Slide

This is one of the most important slides in the proposal. It has to be very clearly formulated and easily understandable. Make sure that this corresponds exactly to what you are describing in the other slides. This topic may also be extended to two slides.

- Very clearly formulated
- Give examples/case



## Solution/Technology Slide

This slide should explain why and how your proposed solution solves the problem stated earlier.

- Avoid too much technical detail, but make sure you have back-up slides on this
- Carefully phrase what exactly is the new aspect/innovation that you create



# Market Analysis Slide

The market analysis is a very crucial part and shows that you understand the customers/end-users in need for the solution.

- Be clear on why the market needs/wants your proposed solution
- If exact demographics are unknown, provide a description on how you will address this problem, show that you at least know a span



# Competitive Analysis Slide

This slide should show that you understand the key characteristics of the market and industry.

- Highlight the reasons why your solution is unique and better
- Direct link to the prior market analysis





# Business Model Slide

This slide should provide some more detail on the project and show that you explain how the business will work. This should include:

- Operation Model
- Explanation of numeric projections: Costs and Revenue projections
- Milestones, timeline of the project etc.



## Financials Slide

This slide should complement the business model slide. Here you may go into more detail and present financial figures.

- Costs (fixed and variable)
- Revenue projections
- Explain time horizon considered
- Any further assumptions made



## Team Slide

This can either be as a closing slide, or alternatively merged with the title page if you wish to keep it short.

- Team Members with a short description (name, position, expertise and relevant background)
- Pictures might be good
- Indicate any affiliated advisors/mentors if involved
- Potentially external team if relevant

